THE AD MACHINE

ABSTRACT OF THE DISCLOSURE

An ad-making system for receiving ad definitions from users and rendering

5   ads based thereon, with the ad definitions including selections of one or more controlled resources. The controlled resources can include ad templates, photos, headlines and ad body text, user logos, co-branding logos, special offers, and the like that are pre-approved for use by particular users and stored in a database to be accessible by those particular users. The ad-making system can be implemented as

10 an application service provided on a global computer network such as the Internet for remote use by a large number of users each affiliated with one of a large number of clients.

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